



HERO STRATEGY GROUP

**“DESIGN  
WITHOUT  
STRATEGY  
IS JUST ART”**

## PROFILE

HERO Strategy Group is a 360-degree branding and strategy firm with over forty years of combined experience in brand architecture, corporate strategy, marketing strategy, communications, project management, design, advertising, promotion, events and visual asset creation and management.

Led by Bob Hendriks and Jennifer Roman, HERO Strategy Group consults and implements innovative and turnkey corporate brand solutions for a select group of national and international clients.

### BOB HENDRIKS

Born in the Netherlands, Bob launched his first company at age 18, working with professional athletes and ultimately as part of the Dutch Olympic Committee consulting on performance and nutrition for the Dutch and Belgian Olympic skating teams. As an IBM consultant in the UK, Bob managed the Shell and Equifax accounts, project managing 3 Global data centres for Shell over two years. He was an integral member of the advance team that built IBM EMEA in Ireland where he worked until heading to Canada in 2001 where he launched Bob Hendriks Concepts, a full service creative and communications firm that included marketing, photography and creative design. In 2009, he launched In Transit Images with former Alcan CEO Dick Evans and as President of the Young Photographer's Alliance, headquartered in New York, he was honoured for his contributions in 2014 at The Morgan Library. Bob's clients have included Alcan, Rio Tinto, Xstrata, Anglo American, Lafarge and CN Rail. He is a Mentor in Entrepreneurship at Dawson College and has been a featured speaker on photography and business at Concordia University.

### JENNIFER ROMAN

Born in Montreal, Jennifer has spent 25 years advising, creating and implementing marketing, promotion, brand extension and positioning strategies and events for national and international clients. She began her career in Montreal radio as a Promotion Director, creating sales driven promotional campaigns at CJAD, CHOM FM and CKGM and on the entertainment scene as the Canadian Publicist for Just for Laughs. She built a new position for herself at CHUM Group Radio (Bell Media) as Director of National Promotion where she and the National Sales Team designed and implemented Canada-wide corporate promotions and events across 28 radio stations and a satellite network and generated over 2 million dollars of new business in the first year. She has spent the last sixteen years as a consultant to a wide variety of clients and industries who rely on her for her expertise in marketing strategy and implementation, brand building and repositioning, sponsorship, communications, project management, mentoring, turnkey corporate and non-profit special events and creative copy writing. She has mentored MBA candidates at McGill University on how to map out careers in Marketing. Jennifer's vast network of national and international personal, corporate and industry contacts facilitates seamless project management and execution wherever a client's objectives should lead.



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## EXPERTISE

- Executive Communications
- Brand Architecture
- Brand Strategy
- Organizational Management
- Business Management
- Start-Up Development
- Project Management
- Talent Network
- Marketing & Promotion
- Public Relations
- Media Relations
- Content Production
- Content Management
- Process Development
- Not-for-profit Consulting
- Event Management

## CLIENTS

Selection of past & current clients





HERO STRATEGY GROUP

## BRANDING PORTFOLIO

Selection of brand identities created for past & current clients



**KANT**

**LANDRY VERGÉ**  
+ associés | associates



**RENOVIZE**

**alumia**



Naomi Lane  
**DEVELOPMENT**



**APDP**

L'Association des médecins dentistes et pharmaciens de St. Mary  
The Association of Physicians Dentists and Pharmacists of St. Mary's



Promus



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YASEMIN KANT  
PHOTOGRAPHY



**SOFAME**  
TECHNOLOGIES INC.  
Ingénierie en énergie 1984-2009

**we media group**





**“BRANDING  
STARTS WITH  
STRATEGY  
NOT DESIGN”**



# HERO STRATEGY GROUP



**“YOUR BRAND  
IS NOT WHAT  
YOU SELL”**



